

5 Reasons to Focus on Free Play



Builds Brains

Study after study has demonstrated the positive impact of unstructured play on cognitive, behavioral, social, and emotional development. It builds resilience, fosters independence, and promotes problem-solving skills.



Promotes Creativity

Given time and space and removed from distractions, kids gravitate to creativity and creative thinking. When they are able to let their minds and bodies roam, they can come up with imaginative solutions to problems. This kind of creative problem-solving is what will produce the disruptive innovators of tomorrow.



Reveals Passions

It's through playful exploration that kids discover interests, passions, and talents. We want our kids to be happy and, ideally, building a career when they grow up that's true to their core selves. Figuring out who they truly are and what they love to do begins with play.



Makes Connections

Playful interactions — with friends and grownups alike — help kids navigate social terrain, negotiate terms, define norms, develop empathy, and so much more.



Safe Space

It provides a safe space for trial...and error. The great thing about play is that the stakes are low. There's no state-mandated test — no right and wrong. Kids have the freedom to try out their ideas, test them, and try again if they fail. In short, it builds resilience. And grit.